

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: August 5, 2011

SUBJECT: Director's Report

Committee Membership

We continue with two open positions on the Lodging Tax Advisory Committee; Retail representative and Restaurant Representative. We have feelers out and hope to be able to fill these positions before the end of the year.

Strategic Tourism Plan

The Snohomish County Strategic Tourism Plan was presented to County Council at a Special Meeting of the Finance and Economic Development Committee on June 28, 2011. The overview highlighted key elements of the plan, reviewed the goals and strategies and summarized the Tourism Zones proposed by the Consultant. Overall County Council supports the plan and what it is trying to accomplish.

The letter from the Lynnwood Tourism Advisory Committee / Lodging Tax Advisory Committee of January 18, 2010 was previously provided to the County Council. At the Committee meeting Lynnwood staff complimented the County on the process and the final document. Staff also commented that the plan had a limited focus on south county, and emphasized the need for transparency of process, more outreach and collaboration during implementation, and on-going evaluation.

There were questions pertaining to funding the plan from the large fund. Council Member Gosset remarked that doing so would change the use of the large fund from traditional capital uses to operational uses. There is reluctance to make a "wholesale" shift in that direction. Council has asked that the large and small fund balances and commitments be evaluated to determine a clear understanding of the impacts of funding the Strategic Tourism Plan.

On August 16, 2011, the County Council will continue discussions on the Strategic Tourism Plan.

Next Meeting

The next regularly scheduled meeting date is September 8, 2011. Due to the Labor Day holiday it is recommended that the next meeting occur on October 13, 2011